



SOPHIE ROGERS

Graphic Designer & Creative Strategist

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opencoffinportfolio.site

EXPERIENCE

Creative Freelancer & Strategist 2015 - present

Visual Storytelling & Branding: Craft compelling visuals and cohesive brand identities to resonate with audiences.

Creative Problem Solving & Strategy: Translate client KPIs into solutions through collaboration & research.

Project Management: Manage projects from conception to completion while building client relationships.

A-State Bands Social Media: 312% increase in audience engagement and a 20% boost in clicks in three months.

Senior Creative Marketing Specialist 2023 - present

Creative Marketing Specialist 2019 - 2023

Graphic Design & Art Direction: Craft all visual elements for consistent brand representation across all channels.

Cross-Channel Marketing & Leadership: Collaborate on high-impact campaigns and translate brand strategy into visual assets while leading multiple teams.

Brand Storytelling & Optimization: Support brand strategy with design, copy, and data-driven optimization.

Email & Social Media: Email open rates increased from 4% to 20% and 147% follower increase on LinkedIn.

Graphic Designer & Marketing Assistant 2018 - 2019

Graphic Communication & Brand Translation: Design pieces to effectively communicate brand messages and guidelines into visually intriguing content.

Social Media Engagement & Content Marketing: Build social media presence, craft engaging content, and email campaigns to promote brand image and drive conversions.

Event Planning: Coordinate event logistics to ensure satisfaction with seamless execution and high ROI.

Graphic Design Residency 2017

Marketing Collateral & Photography: Design collateral such as flyers, brochures, signage, posters, and capture product photography to deliver quality images for social media, print, and email.

SKILLS

Design | Branding | Copy | Social Media
Campaign Development | Photography
Events | Web | Inbound Marketing | SEO
Project Management | Creative Ideation
Critical Thinking | Research | Analysis
Public Speaking | Collaboration | Ambition
Persistence | Leadership | Inquisitiveness

EDUCATION

Arkansas State University 2017 Graduate

Bachelor of Fine Arts in Graphic Design

Minor in Music

Minor in Theater

Honor's College

CERTIFICATIONS

HubSpot

Marketing Software

Inbound Marketing

Arkansas State University Newport

The Keys to Effective Writing

Writing Essentials

Beginning Writer's Workshop

John Hopkins Online

HTML, CSS, and Javascript for Web

Complete SEO Training

B2B LinkedIn Marketing Lead Gen

Hootsuite Social Marketing

RECOGNITION

52 American Advertising Awards 2018 - 2024

2 Optus VIP Employee Awards 2020 & 2023

AAF District 10 Member of the Year 2024

ORGANIZATIONS

AAF Arkansas Board 2019 - Present

AAF District 10 Chair 2022 - Present

AIGA Board 2015 - 2021

VOLUNTEERING

DEI Committee 2022 - Present

Advocacy 2021 - Present

Optus Gives Back 2021 - Present

OPEN COFFIN

OPTUS INC

CAMFIL

AUTOZONE